1 (currently amended). A shower head having

a housing and a water inlet for admitting water to the housing,

a jet disk for exit of jets, wherein the jet disk has a front face having numerous apertures from which the jets exit from the shower head,

an aerator for aerating water flowing through the shower head, wherein the aerator is configured such that the aerator generates discrete aeration jets,

wherein the aerator comprises a hub located centrally in the jet disk, the hub having an axial passage through which air intake takes place from the front face of the jet disk, at least one radial air conduit being provided in a vicinity of an end of the hub that is located upstream of the jet disk and faces an interior of the housing, and aerated water flowing along a lateral outside surface on an exterior of the hub**,**

and,

wherein said exterior of the hub has essentially axially arrayed guides and a deflector arranged on a base of the hub**, a surface of the deflector expanding along a water flow direction, the deflector forming a truncated cone** ~~for~~ guiding the discrete aerated jets outwardly from the hub toward the apertures from which the jets exit the jet disk.

2 (previously presented). A shower head according to claim 1 having a structure for forming several said water jets.

3(Canceled).

4 (withdrawn). A shower head according to claim 1, wherein at least one of a means for forming jets and the aerator is configured such that individual water jets are aerated at least one of jointly and severally.

5 (withdrawn). A shower head according to claim 2, having guides for guiding aerated water jets to the apertures from which jets exit, over the entire jet disk.

6 (withdrawn). A shower head according to claim 5, wherein at least one of the guides and the aerator is configured to generate turbulence in the aerated jets.

7(canceled).

8 (previously presented). A shower head according to claim 1, wherein the discrete aerated jets are each coordinated to a water jet.

9 (previously presented). A shower head according to claim 2, wherein the structure for forming jets comprises a perforated disk.

10(canceled).

11(canceled).

12 (previously presented). A shower head according to claim 1, wherein the guides comprise channels on the exterior of the hub of the aerator and the channels are inclined.

13 (cancelled).

14 (cancelled).

15 (withdrawn). A shower head according to claim 5, further comprising guides on at least one of a rear face of the jet disk and a front face of a rear wall of a distribution chamber of the housing of the shower head.

16 (withdrawn). A shower head according to claim 1, wherein the aerator is selectively activatable and deactivatable.

17 (withdrawn). A shower head according to claim 1, wherein a surface from which the jets exit has at least two zones and further comprising a selector for switching between conducting water to the first zone and conducting water to the second zone, wherein the selector and one or both of the aerator and an air intake, are intercoupled such that the air intake is switchable for changing between an activated state and a deactivated state or to change activation states, when the selector is actuated.

18 (withdrawn). A shower head according to claim 17, wherein the first zone is part of the surface from which the jets exit and the second zone covers the entire surface from which the jets exit, including the first zone, and wherein the first zone is centrally arranged on the surface from which the jets exit.

19 (withdrawn). A shower head according to claim 17, wherein operation of the air intake is activated whenever the selector is set to the second zone.

20 (withdrawn). A shower head according to claim 17, wherein the selector is manually actuatable, by moving a component of the housing bearing the surface from which the jets exit, relative to a component bearing the water inlet.

21 (withdrawn). A shower head according to claim 17, wherein the zones are connected to one of a water intake and water inlet, via a distribution chamber, where the selector restricts the distribution chamber's coverage to the first zone when set to the first zone, and that restriction of the coverage of

the distribution chamber is eliminated when the selector is set to the second zone.

22 (withdrawn). A shower head according to claim 17, wherein the selector has a cap that may be emplaced on a rear face of the surface from which the jets exit and is arranged for switching, and restricting the coverage of, the distribution chamber, wherein a structure is arranged for sealing against a rear face of a wall on the selector.

23 (withdrawn). A shower head according to claim 22, wherein a seal abutting against a seat facing upstream, referenced to a direction of water flow, is provided for sealing.

24 (withdrawn). A shower head according to claim 17, wherein the surface from which jets exit is formed from a jet disk fabricated from an elastic material and forms a seal on its rear face.

25 (withdrawn). A shower head according to claim 17, wherein a water intake on the shower head is centered thereon, as is an air intake, and the air intake passes through a central aperture in the surface from which jets exit.

26 (withdrawn). A shower head according to claim 25 having an air intake that is connected to the surface from which jets exit via a channel, where the selector is connected to the water inlet, the surface from which jets exit is movable with respect to the water inlet for selection and activation purposes, and thereby causes a shutter on the water inlet to open or shut the channel.

27 (withdrawn). A shower head according to claim 26, wherein air from the channel enters normal to longitudinal axes of the water intake and water inlet.

28 (withdrawn). A shower head according to claim 17, wherein the water intake has numerous annular apertures distributed about a centerline and air from the air intake enters immediately downstream from said apertures.

29 (withdrawn). A shower head according to claim 17 further comprising turbulence-generating devices downstream from the air inlet.

30 (withdrawn). A shower head according to claim 29, wherein the turbulence-generating devices are configured for deflecting and distributing incoming water to zones on the surface from which jets exit.

31 (withdrawn). A shower head according to claim 25, wherein the channel of the air intake is tubular, attached to the front face of the shower head, and transits a center of the distribution chamber and further comprising turbulence-generating devices formed on the channel's outer walls.

32 (previously presented). A shower head according to claim 1, wherein the shower head is configured for side-mounting.

33(previously presented). A shower head according to claim 1, wherein the guides comprise channels on the exterior of the hub of the aerator and the channels are angularly offset from a radial direction.

34(previously presented). A shower head according to claim 1, wherein the guides comprise channels on the exterior of the hub of the aerator and the channels are curved in a plane of the jet disk.